

FROM THE I. B. S.

NEWSLETTER #49/50-6

Here comes the final Newsletter for this academic year, with word about what took place at the Institute for Education by Radio, a request for your most recent personnel data, and other news which won't make the June IBS Bulletin.

IER and Governing Council

There will be one more issue of the Bulletin, and as it will contain quite a bit about the IER and the IBS Governing Council Meeting, the account herein will not try to cover all the details. The Council had representation from nearly every region, and so there was a quorum and considerable work was done. The incumbent members of the Executive Committee were re-elected, and in addition three new posts were filled; Public Relations Director (previously this post had been created and filled by appointment by the Executive Committee), Sales Manager (a post unfilled during this past year) and Regions Coordinator (a new post). Those elected to fill these new offices are respectively, Professor E. E. Roberts of Bethany College, Richard Eymann of KSIU, St. Lawrence University, and Peter Swanson, past representative for the Southern Region.

Other changes made by the Council which should make for greater strength and activity in each region were amendments to the Constitution to call the representative from each region the Regional Director, and to provide for his election by the Trial as well as the full Member groups in his region, enactment of by-laws for the conduct of regional affairs and meetings, and discussion and recommendation of changes in the regional outlines. The territory in each region is subject change only during the summer months, and this by a committee. Previously this committee was appointed by the President of the Board of Directors. A by-law revision passed by the Council names the Chairman of the Executive Committee the person to appoint this Regions Committee.

Other amendments were made to the Constitution to make the work of Executive Committee less difficult or to make an intended meaning more clear.

CONFIDENTIAL - FOR STATION EXECUTIVES

MEMORANDUM 4-9-56

There comes the final Newsletter for this calendar year, with word about what took place at the Institute for Education by Radio, a request for your most recent personal data, and other news which won't make the June 1956 Bulletin.

THE NEW GOVERNING COUNCIL

There will be one more issue of the Bulletin, and as it will contain quite a bit about the IBE and the IBE Governing Council Meeting, the account herein will not try to cover all the details. The Council had representation from nearly every region, and so there was a general and considerable work was done. The incumbent members of the Executive Committee were re-elected, and in addition three new seats were filled: Philip Kelland Director (previously this post had been elected and filled by appointment by the Executive Committee), Sales Manager (a post unfilled during the past year) and Region Coordinator (a new post). These are elected to fill these new offices are respectively, Professor A. E. Roberts of Anthony College, Richard Ryan of IBEU, St. Lawrence University, and Peter Swanson, past representative for the Southern Region.

Other changes made by the Council which should mean for greater strength and activity in each region were amendments to the Constitution to call the representative from each region the Regional Director, and to provide for his election by the trial as well as the full member groups in his region, amendment of by-law for the conduct of regional affairs and meetings, and discussion and recommendation of changes in the regional outline. The territory in each region is subject change only during the summer months, and this by a committee. Previously this committee was appointed by the President of the Board of Directors. A by-law resolution passed by the Council names the Chairman of the Executive Committee the person to appoint this Regional Committee.

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In like fashion, a number of by-laws were changed slightly. One of these clarified the method of computing dues owed by Trial groups when they transfer to full Membership, another simplified the procedure to be used by the Council when voting on matters through the mails.

Dues for Affiliate groups were reduced from \$25 to \$15 a year, except when an institution already has a campus station then dues for an affiliate group such as an FM station are one dollar a year. A resolution was passed directing the Executive Committee to expend income from current dues on current expenses. This has been the Business Manager's policy during the past fiscal year.

With regard to national advertising, besides electing a Sales Manager the Council passed two by-laws:

By-Law #19: Fifteen percent of net national advertising receipts obtained by the Intercollegiate Broadcasting System or its duly designated representatives accruing to all Member and Trial Status groups because of a contract signed by IBS or its representatives on the part of these stations shall be retained by the IBS to defray expenses incurred from handling these accounts, and other operating expenses of the IBS.

By-Law #18: The national advertising rates given below are for all stations carrying national advertising obtained through IBS or its representatives. It is suggested that local advertising be sold at rates approximately one half of these national rates.

Note: To conserve space these rates are not reproduced here. They are the same as have appeared on our rate card, (form B 102M) since last August. You may write Operations for a copy if you desire it).

The balance of the Governing Council meeting was consumed in listening to reports by the Members of the Executive Committee. Time did not permit elections

of the six members of the Board of Directors which must be elected at this time, and so this election will be conducted through the mails.

Saturday evening the newly-elected Executive Committee met to lay the ground-work for next year's plans. Business Manager McKelvey roughed out a budget which will be published this summer to go into effect immediately. Plans for publishing sections of departmental handbooks also were discussed. Emphasis was placed on developing services for all stations in the System, and a number of proposed projects were approved.

Holding the Council meeting in conjunction with IER gave us an opportunity to strengthen our ties with many allied organizations such as the National Association of Educational Broadcasters, the Association for Education by Radio, the Federal Radio Education Committee, and others like the FCC, UAPRE, CRJ and Alpha Epsilon Rho.

IBS BULLETIN

The June issue of the IBS Bulletin will carry advertising. This is the first IBS publication to ever carry advertising. As IBS is a non-profit association with no salaried executives, advertising revenue will go directly toward defraying the publishing costs of the Bulletin and other benefits to the member stations.

The ads placed in the June Bulletin will be in the nature of tests, looking forward to larger contracts in the Fall if they bring results. So please patronize Bulletin advertisers, where possible. Write the advertisers for further information, mentioning the Bulletin. The wording in the ads will generally indicate that this can be done without obligation; writing the advertiser will effectively demonstrate that the Bulletin reaches the market in which he is interested.

To stimulate the sale of advertising we need to build up our subscription lists. Each station in IBS is sent a quantity of Bulletins for distribution to the station staff. In addition, we want to see a growing list of alumni subscriptions. By means

of the Bulletin these people can keep in touch with college radio and their station. They may be able to render some service to their own station if they are kept informed.

Now is the time to obtain alumni subscriptions. They are one dollar a year. To stimulate the sale of these subscriptions (to graduating seniors) half of this dollar will be credited to the dues account of the station making the sale. This is an extension of the plan described in the Editorial in the April Bulletin. The plan applies to alumni of any graduating class; what other group can you contact more easily than this year's Seniors, What more painless way of helping to pay off next year's dues? What better way to help IBS increase its services to your station? Send in those names, addresses and dollars; use the pad of subscription blanks we sent you in April, if it is handy, but in any event, sell subscription! Mail them to Mr. R. J. Fuhrman, IBS Public Relations Dept., Bethany, W. Virginia.

Back Issues of the Bulletin

The Public Relations Department has received many requests for the first two issues of the IBS Bulletin, and the supply is now almost depleted. If you still have a few copies around the station which are not wanted, will you please mail them to the IBS Public Relations Department in Bethany, West Virginia. Just a few from each station will help a great deal. As we increase the names on our subscription lists we expect many people will wish to have a complete file starting with Volume X.

Studio Construction and Sound Treatment

We will now change the subject and discuss something which may sound at first like pure engineering, but which actually should interest almost everyone on the staff because a good studio is required before even the best electrical equipment

will produce a good program. If you are making plans to alter your studios this summer, and are looking for an up-to-date starting point for your thinking, refer to the May, 1950 issue of the Proceedings of the Institute of Radio Engineers (IRE). On page 470 you will find a short, but very informative article by Leo L. Beranek on "Developments in Studio Design". The titles of the five parts of the paper serve to indicate the good coverage given the subject: I. Introduction; II. Design Criteria; III. Studio Shaping; IV. Control of Reverberation Time and Diffusion; and V. Reduction of Transmitted Sound. The article lists eight excellent references which you can study if you desire more detailed information. Also, good practical information is given in the Technical Data Book starting on page TI-5251; don't overlook this reference, which includes five drawings.

Perhaps you are designing more than just a studio and control room; in this case we would like very much to review your proposed floor plan and comment on it, if you wish. Direct your request to the Newsletter Editor, or to Engineering Herbert B. Barlow. Our experience indicates that achieving the right floor plan is most important, and this is not always done simply by copying the plan of a nearby station, or a plan given in a radio equipment manufacturer's catalog.

IBS Programming Questionnaire

Program Manager Howard Hansen has mailed to all stations a programming questionnaire which will be used to compile a report on programming on stations in the System. A similar survey was made at this time last year and received very favorable attention among those in the radio industry. A survey of this sort, while it requires some effort to work out (a review of the station's log for the past year is necessary, plus a compilation of other data available around the studio) is one of the best ways in which IBS can add to the prestige of campus radio and the stations doing the broadcasting. So don't delay in making out this questionnaire and sending it in to Mr. Hansen.

Transcriptions

Before you shut down your stations for the summer will you please send to the Operations Department any transcriptions you may have which are the property of the System. First, there is the IRS Tenth Anniversary Broadcast. Five sets of this transcription are out; each consists of two 16 inch disos. Then, four stations have been using the Great Scenes from Great Plays transcriptions. Be sure to return these. They will be added to the collection of transcriptions being made by the Program Department, for use in a possible future transcription library service to all full Members.

Transfer to Membership Status

In the process of getting their newly-formed stations into good operating condition many station staffs overlook the advantages of applying for transfer to full Membership status in IRS. Because of the extra expense involved, or for other reasons, many of the benefits of belong to the IRS are available only to full Members. During April the Operations Department assisted the Station Relations Department in bringing this fact to the attention of over twenty station managers of Trial Status groups that were now in regular operation. Since these letters were mailed we have received Membership applications, or promises of early submission of applications from the following stations:

WWBN, Bethany College; WWWS, Champlain College; KOCU, Creighton University;
WFSU, Florida State U.; WWGC, Gettysburg College; WTRN, Lehigh University.

We hope we will hear from the other stations over the summer.

Station Information

It seems the Newsletter is always brought to a close with a request for station information. That this is necessary is because of two things; the information about your station is always changing, and each request brings only a partial return.

This time we will vary the routine, and will attach on the enclosed questionnaire the latest address sticker that we are using for your station. Is it correct? Is the person mentioned the Station Manager for next fall? If not, use the questionnaire form on to inform us of this new name.

Can you add anything to the address given for your station which will make it more complete? We'd like to include the name of the building where the station is housed, or a post office box if it is regularly assigned to your station, since that may assure you of receiving your mail. Is your mail handled by a station (or branch) of the post office located on your campus? Give us the proper zone number or name of your post office station.

Did you send in your data on station coverage? If not, please do it now. This is especially important to those full Member stations who want to appear on our national advertising rate list, which will be revised this summer.

We are asking this time for the names of faculty people who are interested in what your station is doing, and in stations at other institutions. Include the name of your college president, or the dean of the school of speech or radio, or both. We hope to add these names to our Bulletin distribution so as to keep these people better informed of the campus radio movement.

Best Wishes

Our best wishes are extended to you over the summer vacation or in your future job. We hope we will be writing to you again in these Newsletters, or you will be reading about us in the IBS Bulletin.

David W. Borst

Newsletter Editor